

**Downtown Business District**  
**Meeting Minutes**  
**Wednesday, November 19, 2014**  
**330 Main Street, Middletown, CT**

**Attendees**

Diane Gervais (Chair)	Pamela Steele (Business Owner)
Jennifer Alexander (Commissioner)	Cathy Duncan (Chamber)
Valerie Scribano (Commissioner)	Mike DeSena (Police)
Peter Harding (Commissioner)	Trevor Davis (Commercial Real Estate)
Tom Ford (Commissioner)	Alex Gecan (Middletown Press)
Marc Levin (Commissioner)	Lisa Melaven (DBD Office)
Mike Stone (Commissioner)	
Mike DiPiro (Commissioner)	
Gary Nagler (Commissioner)	

**Minutes**

- Motion made by Marc Levin to approve
- 2<sup>nd</sup> by Tom Ford
- Minutes accepted.

**Treasurer's Report – Mike DiPiro**

There is \$116,000.00 in the bank, and right on track with financials. With the exception of the gift card program which is over at this time.

- Financials approved
- 2<sup>nd</sup>
- Financials accepted

**Maintenance Report – Tom Ford**

It has been decided the sweeping of the sidewalks will be once a week throughout the winter months, Friday's being the best choice. The gum removal machine is no longer working. This will be work in progress, in deciding to purchase a new machine or providing another solution in gum removal.

**Beautification – Diane Gervais**

The planters up and down Main Street are in the process of being changed over to winter greens, decorative branches and holly berries, for the winter season. The larger planters on the North End mediums and in front of City Hall have been brought over to City Yard to be stored for the winter months. The restaurants have put away all outside furniture for the winter. The dead tree has been removed in front of the Chamber of Commerce and a new one has been planted. The new lighting in front of the Chamber of Commerce will be up and running for "Holiday on Main" as well as future events.

**Police Report – Sean Moriarty**

Sean reports an increase of visibility. There are two new beat officers now on Main Street. There seems to be an issue with Dunkin Donuts regarding loitering and theft. To rectify the situation, it has been requested by the Police Department, to put up small “No Loitering Signs” in store front windows. Attention on Court Street, from the beat officers would be greatly appreciated. Any concerns/issues with dispatch should be directed to the Chief of Police. Just as an FYI, Homeless folks are starting to move into businesses, stairwells/basements. Try and re-direct them to the warming shelters or call the police.

**Public Works – Geen Thazhampallath**

They are wrapping up the leave pick-ups, finishing up the patch paving. Preparing for snow removal and in the planning stages for spring. Jen Alexander from Kid City has notice the brick/stamped concrete across Main Street and Washington Street is in disrepair on the City side. Public Works will be checking into this matter.

**Parking Report- Geen Thazhampallath**

The Arcade patch process is now 90% complete. Implementation of kiosks Melilli Plaza and the Arcade parking lot are ready to go. Starting on Friday, December 12<sup>th</sup> for approximately a month the parking department is going to educate and understand the new system before ticketing. Large flags will be hung to orientate the public to the new kiosks. During the four Saturdays for “Holiday on Main” there will “free” parking in the municipal parking lots only. The meters on Main Street will not be free this year.

**Planning –****None**

Jen Alexander from Kid City, was asking if anyone attended the P&Z meeting concerning the downtown sign regulation in reference to sign codes? The CBDG had given building owners a substantial amount of money through a grant to purchase certain awnings/signs for their store fronts and appears a couple of store fronts are not following the color code, which is a concern. Jen requested that Diane contact Michiel on upcoming code change meetings and information be forwarded to the board.

**North End Report-****None****Chamber – Cathy Duncan**

Holiday on Main Street – Website is up and running: [holidayonmain.com](http://holidayonmain.com). The Chamber has added a new event: “Mechanical Safari Animal” rides. This is a great addition for both adults and children to participate in! Along with train rides, hayrides, pictures with Santa, tasty treats and a variety of holiday story times at different locations during the four Saturdays on Main Street. On Friday evening, November 28<sup>th</sup> will be the kick off to the holiday with a parade of people and three different tree lighting ceremonies, starting at the South Green to the Chamber of Commerce, ending at Eli Cannon’s. The train exhibit will be open at Amato’s Toy and Hobby Store.

## **Chair Update – Diane Gervais**

Brochures: New Brochures printed, and being distributed.

Gift Cards: New shipment received, ION and Emporium deactivated, Amato's will be on line early next week. A sell sheet/order form was created and going to distribute to offices in the downtown offering them a pre order and delivery. A flyer was also created to distribute to the public to encourage gift card purchases. This will be included in the holiday gift bag giveaway and place at local businesses.

Guides: We have not found new guides. After the holidays, would like to have a committee of Marc, Jen, I and anyone else interested to review this program.

Holiday Gift Bag Giveaway: The bags are printed and here (sample shown) All businesses were contacted personally by Shane, Lisa or myself. Response was very positive, not all businesses could react on short notice, but many were able to. One goal has been met, which is business interaction and tangible action by the DBD. Lisa and I will be attending the Chamber Breakfast this Tuesday morning, handing out the gift bags as well. Again, a very positive response from the CBB and Chamber, in showing our efforts here at the DBD. We have 16 local high school students to volunteer the Saturdays to hand out them out. Programs like this will take time, and the hope is to continue reaching out to our businesses for positive reinforcement.

Bookkeeper: As announced last month our bookkeeper Bob is retiring at the end of December. He has found us a possible replacement, and will be setting up meeting for early December.

DBD 2015 Meeting Schedule: Lisa and I have made up the 2015 schedule and will be submitted to the Town Clerks office.

Office: Shane will be painting the accent walls after the holidays. We will meet with Sandy Alderi and choose photos after the New Year.

Planters: Winter greens being put in this week as weather permits.

Go Pink: To date the total raised was \$30,000. Reminder this was started by downtown business EG Salon. This year there was a significantly more downtown involvement.

Motion to adjourn by Marc and approved.

